

LEO BURNETT U.S.A.

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First Major Alternative To High Tar Smoking.

**Low tar MERIT delivers flavor of higher tar cigarettes—
'Enriched Flavor' breakthrough confirmed.**

For years, you couldn't get real tobacco flavor without high tar. As a result, many smokers wanting to switch to a low tar cigarette couldn't.

Couldn't—until MERIT.

Until 'Enriched Flavor' tobacco. A breakthrough in tobacco science that resulted in a way to boost natural tobacco flavor without the usual corresponding increase in tar.

This breakthrough has made MERIT one of the most popular new cigarettes in twenty years. More importantly, over 75% of all MERIT smokers are former high tar smokers.

It's clear: low tar MERIT is delivering

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Kings: 8 mg. "tar," 0.9 mg. nicotine av. per cigarette, FTC Report Dec. 78
100's: 11 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



LOW TAR-ENRICHED FLAVOR

the kind of flavor that can satisfy high tar smokers, the toughest "taste" critics of low tar smoking.

Taste-Test Proof

MERIT and MERIT 100's were packed with 'Enriched Flavor' tobacco. And taste-tested against a number of higher tar cigarettes.

Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar! Only one cigarette has 'Enriched Flavor' tobacco. And you can taste it.

MERIT

Kings & 100's



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